

Application No. : 10/043,876
Amdt. Dated : October 17, 2007
Reply To O.A. Of : April 12, 2007

Amendments To The Claims

The listing of claims replaces all prior versions and listings of claims. Only those claims being amended herein show their changes in highlighted form, where insertions appear as underlined text (e.g., insertions) while deletions appear as strikethrough text (e.g., ~~deletions~~).

1. **(Currently Amended)** A feature rich advertisement to be displayed on a consumer computing device, the feature rich advertisement comprising:

an advertisement displayed on a browser of a consumer computer, the advertisement including one or more promotions, the advertisement being generally positioned with respect to browser content reviewable by a consumer;

a plurality of consumer-selectable request options associated with said one or more promotions, said consumer-selectable request options generally hidden from said consumer on said browser, wherein when at least one of said request options is selected by said consumer, the at least one request option is configured to deliver information associated with the one or more promotions via e-mail to an e-mail address entered or confirmed by the consumer; and

visible identifying indicia associated generally with respect to said advertisement in said browser identifying for said consumer that said advertisement comprises a feature rich advertisement, wherein upon activation of said advertisement ~~indicia~~ by said consumer, one or more of the consumer-selectable request options are unhidden and become visible.

2. **(Previously Presented)** The feature rich advertisement of Claim 1, wherein the e-mail address is entered by the consumer.

3. **(Previously Presented)** The feature rich advertisement of Claim 1, further comprising an additional consumer-selectable request option, wherein the additional request option provides that at least one window of a browser of the consumer computing device will be redirected to a supplier associated with the one or more promotions to receive additional information corresponding to the one or more promotions.

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4. **(Previously Presented)** The feature rich advertisement of Claim 1, further comprising an additional consumer-selectable request option, wherein the additional request option provides that at least one window of a browser of the consumer computing device will be redirected to a provider of the one or more promotions to receive additional information corresponding to at least a supplier of the one or more promotions.

5. **(Previously Presented)** The feature rich advertisement of Claim 4, wherein the additional information comprises at least one of discounts, new releases, catalogs, and special offers.

6. **(Currently Amended)** The feature rich advertisement of Claim 1, wherein the activation of the advertisement comprises at least one request option appears when the consumer mousing over activates the advertisement.

7. **(Canceled).**

8. **(Previously Presented)** The feature rich advertisement of Claim 6, wherein the advertisement is at least partially covered by the at least one request option after activation.

9. **(Previously Presented)** The feature rich advertisement of Claim 6, wherein the advertisement and the at least one request option is viewable after activation of the advertisement.

10. **(Canceled).**

11. **(Previously Presented)** The feature rich advertisement of Claim 1, wherein the identifying indicia comprises an animated object.

12. **(Currently Amended)** The feature rich advertisement of Claim 1, wherein the identifying indicia comprises a source identifier including at least one of a logo or a markcube-like object.

13. **(Original)** The feature rich advertisement of Claim 1, further comprising at least one selection mechanism for selecting the at least one request option.

14. **(Original)** The feature rich advertisement of Claim 1, wherein the advertisement comprises a banner advertisement.

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15. **(Currently Amended)** A method of providing feature rich advertisements having consumer-selectable requests allowing a consumer to request information corresponding to a supplier's promotion be delivered to an e-mail address designated by the consumer, the method comprising:

transferring data to a consumer computing device causing a browser program executing on said device to display an advertisement including promotional information, said advertisement including one or more interactive symbols associated with said advertisement identifying said advertisement as a feature rich advertisement including consumer-selectable requests for additional promotional information, the requests being initially generally hidden from view but becoming visible when a consumer viewing said advertisement activates said advertisement interactive symbol;

receiving from said consumer computing device a consumer selected request for information related to the promotional information, the consumer selected request designating at least one e-mail address; and

sending the information to the at least one e-mail address via e-mail.

16. **(Original)** The method of Claim 15, wherein the at least one e-mail address comprises at least one e-mail address of an acquaintance of the consumer.

17. **(Original)** The method of Claim 15, further comprising receiving a consumer selected request to redirect the browser to a supplier of the promotional information.

18. **(Original)** The method of Claim 15, further comprising:

receiving a consumer selected request to redirect the browser to a provider of the promotional information; and

sending the browser additional information comprising at least one of discounts, new releases, catalogs, and special offers.

19. **(Original)** The method of Claim 18, wherein the additional information corresponds to products or services of a supplier of the promotional information.

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20. **(Original)** The method of Claim 18, wherein the additional information corresponds to products or services of one or more suppliers other than a supplier the promotional information.

21. **(Canceled).**

22. **(Canceled).**

23. **(Canceled).**

24. **(New)** The feature rich advertisement of Claim 1, wherein the activation of the advertisement comprises the consumer mousing over the indicia.

25. **(New)** The feature rich advertisement of Claim 24, wherein the advertisement is at least partially covered by the at least one request option after activation.

26. **(New)** The feature rich advertisement of Claim 24, wherein the advertisement and the at least one request option is viewable after activation of the advertisement.